

News Release

March 22, 2021

To the press

Coca-Cola Bottlers Japan Holdings Inc.

**Coca-Cola Bottlers Japan Holdings
Selected as a “Semi-Nadeshiko Brand” for Three Consecutive Years
for Excellence in the Empowerment of Women**
Increased the target ratio of female managers to further encourage women’s success

Coca-Cola Bottlers Japan Holdings Inc. (Headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan; hereafter “CCBJH”) was selected as a “Semi-Nadeshiko Brand” for the third consecutive year under the “Nadeshiko Brand” program, as a listed company demonstrating excellence in the empowerment of women.



The “Nadeshiko Brand” is an initiative jointly sponsored by the Ministry of Economy, Trade and Industry (METI) and the Tokyo Stock Exchange (TSE) to select TSE-listed companies that are outstanding in terms of encouraging women’s success in the workplace. It aims to introduce listed companies as attractive brands to investors who value the “improvement of mid/long-term corporate value”. Reflecting the progress CCBJH has been making in the areas of inclusion and women’s empowerment, CCBJH has been selected as a “Semi-Nadeshiko Brand” for three consecutive years.

CCBJH respects the individuality of each of its employees, values continuous innovation by actively listening to diverse values and ideas, and promotes the empowerment of women under the concept of diversity and inclusion. In 2020, CCBJH introduced a Super Flextime system with no core time, expanded satellite offices, and implemented a direct-to-market/direct-to-home commuting system in the Commercial function, with a view to realizing flexible work styles without being confined by time or place.

CCBJH recognizes the challenges faced by many female employees who may give up on returning to work or miss out on career advancement opportunities due to reasons unrelated to motivation or ability, such as a work break due to maternity or childcare leave and family-related time constraints. CCBJH aims to create an environment where all employees are able

to maintain a balance between work and childcare, and foster a corporate culture which supports employees' individual career development needs, regardless of gender.

In January 2021, CCBJH achieved its 2025 target ratio of 6% females in manager roles, four years ahead of plan. CCBJH has announced new targets of 10% female managers by 2025 and 20% by 2030. CCBJH will implement various training programs and seminars for returning to work after childcare leave, including a "Sponsorship Program" for managers to promote the use of childcare leave by male employees and a "Female Next Leaders Program" to foster next-generation leaders across the organization, and will further promote diversity and inclusion as part of its Sustainability Framework, which focuses on Inclusion, Resources and Communities.

*Please note that the information contained in news releases is current as of the date of release. Certain information may have changed since the date of release.